

ORDER



Orders
Order / Rev: 363527
Alt Order #: 06865027
Product Desc: DEAN HELLER
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heller/R/Senate
Demographic: A35+
Product Codes: PL State Senate
Priority: P-03
Revenue Codes: AGY-TRANS, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	9	\$14,075.00	\$11,963.75
10/29/12	10/30/12	5	\$4,875.00	\$4,143.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$14,075.00	\$11,963.75	0.00
November 2012	5	\$4,875.00	\$4,143.75	0.00
Totals	14	\$18,950.00	\$16,107.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	18%	\$18,950.00
Market	100%	\$105,277.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$26,319.44
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	26%	\$27,372.22
KTUD	1%	\$1,052.78
KVMY	5%	\$5,263.89
KVVU	22%	\$23,161.11
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,158.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KTNV - Las Vegas